

WEB BASED CRM SERVICE USING ON-LINE PRESENCE INFORMATION

ABSTRACT

A system for providing customer assistance to Internet users is provided by the present invention. The invention includes an online customer support server that connects a group of customer support representatives to user of a web site to provide real time customer support. An enterprise server collects presence information from the customer support server regarding the current availability of the customer support representatives, wherein the presence information is updated at regular, specified intervals by means of SIP Publish messages. A web server provides content to the web site, which includes the presence information provided by the enterprise server, allowing online users to see in the current availability of real time customer support. If customer support representatives are not currently available, the invention provides an approximate waiting time. In one embodiment, customers may specifically request service representatives that possess a specific skill set.